



PATENT
Attorney Docket No.: 100604.0027US

**IN THE UNITED STATE PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231**

In re application of: **McEwan, et al.**

Group: Not Yet Assigned

Serial No: **10/019,159**

Examiner: Not Yet Assigned

Filed: **December 18, 2001**

For: **Systems and Methods of Viral
Marketing**

INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:

In accordance with the duty of disclosure imposed by 37 C.F.R. § 1.56 to inform the United States Patent and Trademark Office of all references coming to the attention of the Applicant(s) or attorneys or agents for Applicant(s) which are or may be material to the examination of the subject application, attorneys for the Applicant(s) hereby invite the Examiner's attention to the references listed in the accompanying PTO Form 1449 entitled "List of References Cited".

This submission is understood to complement the results of the Examiner's own independent search. The submission of this Disclosure Statement should not be construed as a representation that a search was made, or that the cited items are inclusive of all relevant and material citations that may be available publicly.

The citation of any item is not an admission that the item is "prior art" against the subject application. The right is reserved to antedate any item according to standard procedures.

PATENT
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Applicant(s) respectfully request that the Examiner review the foregoing references, as set forth in the Form PTO-1449, and that they be made of record in the file history of the above-captioned application.

Respectfully submitted,
Rutan & Tucker, LLP

Dated: February 19, 2002

By:


Robert D. Fish
Reg. No. 33,880

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LIST OF REFERENCES CITED BY APPLICANT

(Use several sheets if necessary)

ATTY. DOCKET NO.

100604.002

SERIAL NO.

10/019159

APPLICANT

Petersen, et al.

FILING DATE

December 18, 2001

GROUP

Not Yet Assigned

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
	BB	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
	CC	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements within Interactive Communication Systems	705	14	08/20/96
	DD	5,937,162	08/10/99	Method and Apparatus for High Volume E-Mail Delivery	395	200.36	09/24/96
	EE	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
	EE	6,018,619	01/25/00	Method, System and Apparatus for Client-Side Usage Tracking of Information Server Systems	395	200.54	05/24/96
	FF	6,029,195	02/22/00	System for Customized Electronic Identification of Desirable Objects	709	219	12/05/97
	GG	6,047,310	04/04/00	Information Disseminating Apparatus for Automatically Delivering Information to Suitable Distributees	709	201	07/10/96
	HH	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97
	II	6,076,101	06/13/00	Electronic Mail Processing System with Bonus Point Tracking	709	206	08/14/97

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

	HH	M2 Presswire-27, "eXstatic Software" dated January 27, 2000
	II	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000
	JJ	"Altia Design Propels into Multimedia Market Creating Animations for Internet Ads" dated August 19, 1996
	KK	Internet Business News, "AdValue launches new tracking tool for e-mail marketing campaigns" dated February 10, 2000
	LL	Deni Connor "Novell unveils 'digitalme' adjunct to NDS" dated October 11, 1999

	MM	PR Newswire Association, Inc. "DoubleClick Debuts New Tool for Testing Creative on the Web" dated May 20, 1996
EXAMINER	DATE CONSIDERED	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Application No.: 10/019159

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Box DD
 Assistant Commissioner for Patents
 Washington, D.C. 20231

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
 WITHIN THREE MONTHS OF FILING OR
 BEFORE MAILING OF FIRST OFFICE ACTION (37 C.F.R. 1.97(b))**

**IDENTIFICATION OF TIME OF FILING THE ACCOMPANYING
 INFORMATION DISCLOSURE STATEMENT**

The information disclosure statement submitted herewith is being filed within three months of the filing date of the application or date of entry into the national stage of an international application or before the mailing date of a first Office action on the merits, whichever event occurs last. 37 C.F.R. 1.97(b).

Respectfully submitted,

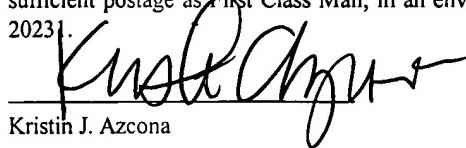
By: 
 Robert D. Fish
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Date: February 19, 2002

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CERTIFICATE OF MAILING (37 C.F.R. 1.8(a))

I hereby certify that, on the date shown below, this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.



Kristin J. Azcona

Date: February 19, 2002